(c) and (d) Representations from M/s. Dish TV India Ltd., a licensee of DTH service, were received alleging a possible security threat by way of select messaging and the like and opposing the increase in FDI in DTH service. The concerns expressed in relation to national security will also be kept in view as and when a final view is taken.

(e) In view of the Press Note No.2 and 4 (2009 Series) issued by Department of Industrial Policy and Promotions (DIPP) in February 2009 rationalizing calculation of indirect foreign investment in sectors attracting FDI caps including the broadcasting sector, the Ministry has on 30.9.2009 requested the TRAI to revisit the recommendations in the light of these press notes.

Carrying advertisement during serials

†1907. SHRI RAVI SHANKAR PRASAD:
SHRI RAJ MOHINDER SINGH MAJITHA:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that viewers are charged for viewing television channels;

(b) if so, the details in this regard;

(c) whether consent of viewers has also been taken for carrying advertisements during these telecasts;

(d) if so, the details in this regard;

(e) whether there is a time-limit fixed for carrying advertisements during the telecast of serials; and

(f) if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA): (a) and (b) Most Television channels in India are viewed through satellite by the consumers on cable network, Direct to Home (DTH), and Internet Protocol Television (IPTV). Doordarshan channels can also be viewed directly through terrestrial mode. For viewing Doordarshan terrestrial channels a consumer is not required to pay. However, for viewing the satellite channels through DTH or IPTV or Cable, consumers are required to pay to the DTH operator or IPTV operator or cable operator. Further television channels may be free to air or pay channels. In case of free to air channels, the operators of different distribution platforms/networks are not required to pay to the broadcasters while in case of pay channels operators/service provider pay a mutually agreed amount of charges to the broadcaster of such channel.

(c) and (d) Consent of viewers is not required for carriage of advertisements by television channels as per the Advertisement Code prescribed under the Cable Television Networks (regulation) Act, 1995 and the rules made thereunder.

†Original notice of the question was received in Hindi.

(e) and (f) Sub-rule (11) of Rule (7) of the Cable Television Networks Rules, 1994 has provided that "no programme shall carry advertisements exceeding 12 minutes per hour, which may include upto 10 minutes per hour of the commercial advertisement and upto 2 minutes per hour of a channels' self promotional programmes".

Parameters for setting up of channels

1908. PROF. ALKA BALRAM KSHATRIYA:
SHRIMATI SHOBHANA BHARTIA:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government has asked the Telecom Regulatory Authority of India (TRAI) to recommend parameters or eligibility criteria and financial viability related criteria for setting up of channels;

(b) if so, the details of the recommendations made by TRAI in this regard;

(c) whether Government has since taken a serious view of a number of illegal channels being beamed out by cable operators in some parts of the country; and

(d) if so, the manner in which operation of such illegal channels would be checked?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA): (a) A reference has been made by this Ministry to Telecom Regulatory Authority of India (TRAI) in October 2009. Among other things, TRAI has been requested to examine the maximum number of channels which can be permitted in the country keeping in view the available spectrum and transponder capacities as well as technological developments and general practice internationally and to examine the eligibility criteria with regard to financial viability and experience of the organization seeking permission.

(b) Reply from TRAI is awaited.

(c) and (d) Only the channels which are permitted by the Ministry under Uplinking and Downlinking Guidelines can be distributed by cable operators. Unauthorized Channels would attract the provisions of Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder whereby action can be taken by authorized officers against the offending cable operators.

Curtailing powers of Prasar Bharati Board

1909. SHRI MAHENDRA MOHAN:
SHRIMATI SHOBHANA BHARTIA:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state: